

# **Bias Hunter: Case-Based Analysis of Cognitive Errors**

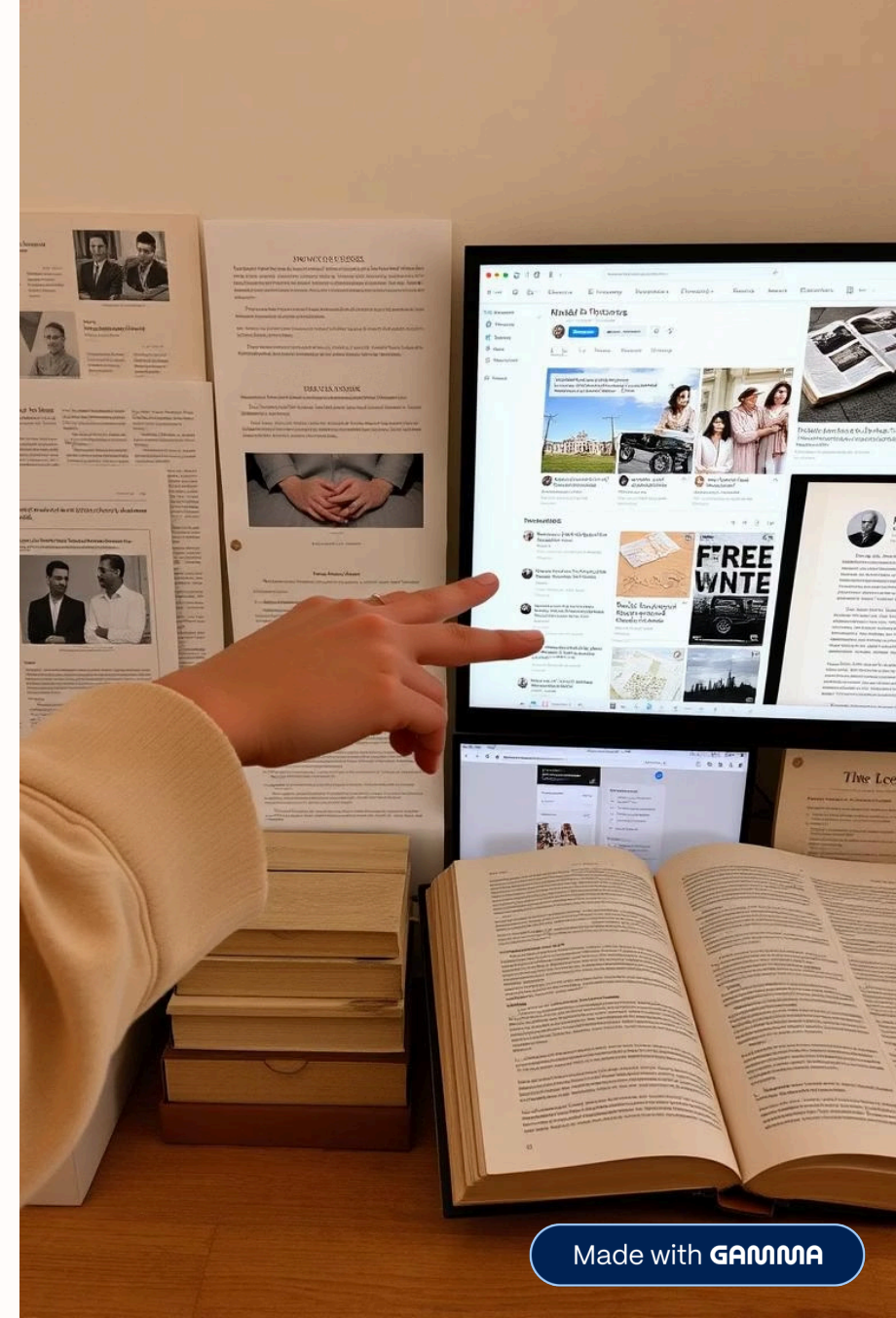


# Introduction to the Task

**Choose a real-life or media case with a clear error in judgment**

## **Possible sources:**

- News articles
- Social media posts
- Public decisions
- Historical events
- Advertisements



# Examples of Cases to Analyze

- A failed business decision
- Viral misinformation shared online
- Flawed economic prediction
- Cognitive error in a court ruling
- Biased advertisement campaigns

# Step 1 - Bias Identification

**What cognitive bias is likely involved?**

**Common examples:**

- Confirmation bias
- Anchoring effect
- Availability heuristic



# Step 2 - Cognitive Mechanism Analysis

1 — Which mental processes played a role?

2 — **Attention**

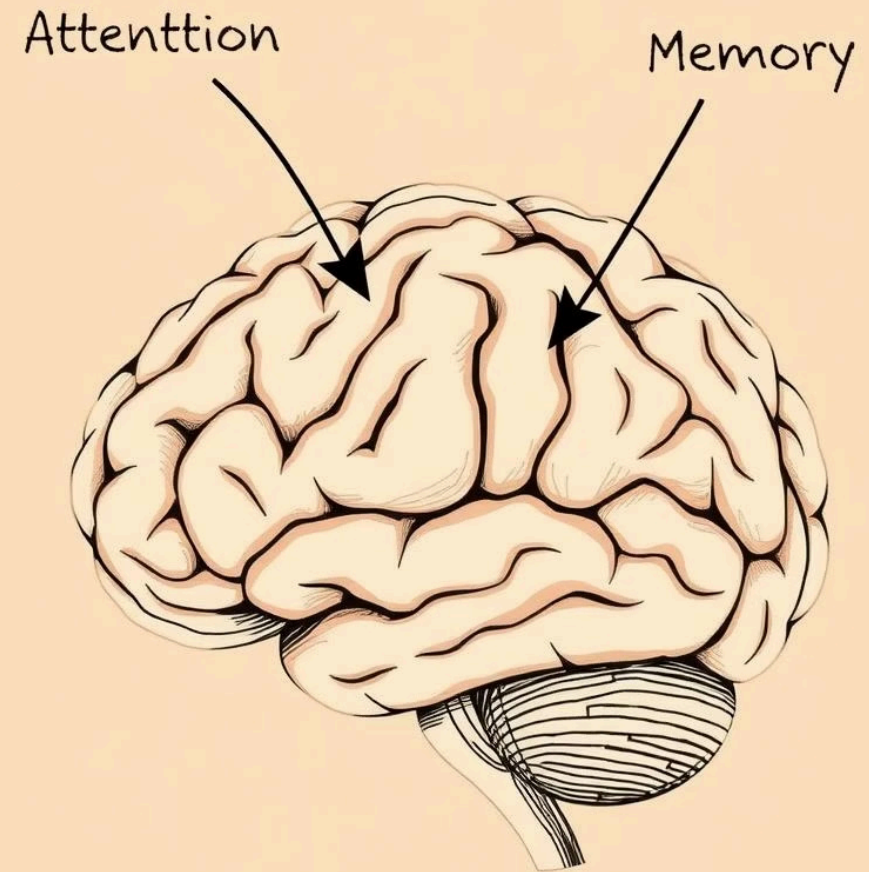
(e.g., focus on limited cues)

3 — **Memory**

(e.g., retrieval errors)

4 — **Perception**

(e.g., distorted interpretation)





## Step 3 - Connection to Bias Formation

How did the identified processes lead to the systematic error?

Use clear, logical explanation:

- Cause-and-effect flow
- Highlight mental shortcuts or overloads

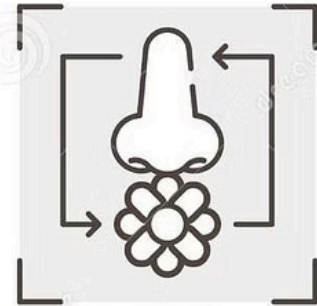
### COGNITIVE PROCESS



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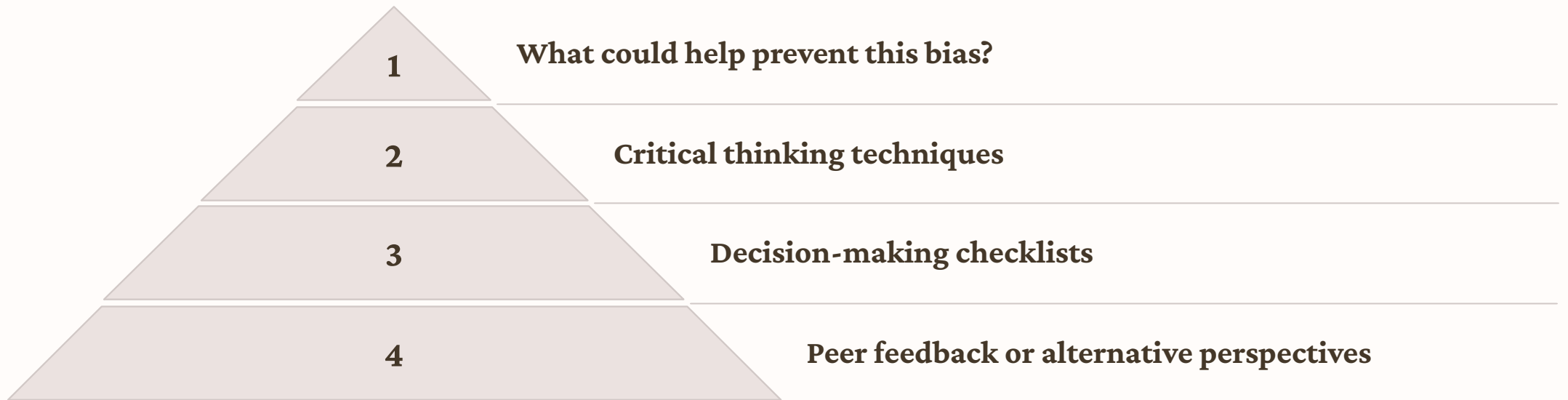


Attention



Sensation  
and Perception

## Step 4 - Reflection and Mitigation





# Final Output Options



## **Submit your work as:**

A brief analysis sheet (max 1 page)

- Title, case description, bias, mechanisms, solution



## **OR a short video/audio presentation (max 3 minutes)**

- Presenting your findings clearly and concisely